

ABSTRACT

A shopper information system generates an image of a shopper who is wearing a garment and distributes the image to a panel of participants via the Internet. The 5 panel of participants is selected based on characteristics defined by the shopper. The participants respond to the image by providing their opinions as to whether the garment is flattering to the shopper. The responses are processed and are presented to the shopper to aid the shopper in deciding whether to buy the garment. The present invention may be implemented in connection with an on-line retail shopping website 10 or via a kiosk installed in an in-store dressing room.